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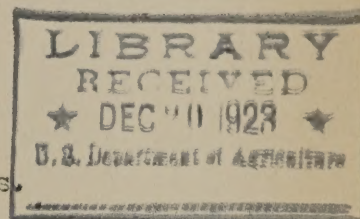
COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

U. S. Department of Agriculture
and State Agricultural Colleges
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Extension Service, Office of
Cooperative Extension Work,
Washington, D. C.

POULTRY MARKETING

Excerpts from 1922 Annual Reports
of State and County Extension Agents.



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This circular is one of a series issued by the Office of Cooperative Extension Work as a part of its informational service to State and county extension workers and was compiled at the request of Glenn F. Wallace, Marketing Specialist, Little Rock, Ark. The material contained herein is not released for printed publication.

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THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF CHEMISTRY

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Alabama

I called a meeting of the business men this fall and suggested to them a cooperative live turkey sales day. I asked them to cooperate to the extent of guaranteeing the highest market price on the day of the sale, November 22. This was agreed to, and a sales committee and an arrangements committee were appointed. A circular was mailed to the 300 turkey growers in the county. Buyers were on the ground on turkey day and shipped a poultry car loaded with live turkeys, paying a price of 32 cents per pound at tracks. Growers not patronizing the shipment received only 28 cents per pound for their turkeys.- R. G. Arnold, County Agent, Livingston, Sumter County.

Colorado

A decidedly new thing for the marketing of breeding stock was tried at Iliff on January 28. A purebred auction sale, conducted in much the same manner as sales of purebred livestock, was held, and a big crowd turned out. The stock sold well, especially the popular breeds. A competent judge passed on the chickens, and unless they met the standard requirements for the breed they were not allowed to be sold. This proved a very good education for some of those who were careless about selecting good fowls to consign. The sale will be repeated this year. - J. E. Morrison, County Agent, Sterling, Logan County.

* No attempt is made to cite all references to poultry marketing in this circular. Only selected extracts showing typical methods employed and results secured in a number of States are included. Owing to differences in the terminology used in various States and to other local conditions, the information herein should be reviewed by the subject-matter specialist concerned before incorporating any part of it in the extension plans for the State.

Georgia

As a preliminary step in promoting the poultry industry in McDuffie County, the county agent aided by the business men of the town held a co-operative chicken sale in Thomson. Circulars were printed and distributed over the county. The town made it a gala occasion, and 5,000 pounds of chickens were brought to the sale. It was the first sale of the kind held in the county and was an excellent demonstration of the value of purebred fowls and the value of feeding, as well as a demonstration in marketing. - T. L. Asbury, Augusta District Agent, State College of Agriculture, University of Georgia, Athens.

We have had to overcome many difficulties this year in marketing our surplus poultry. A cooperative sale was arranged for June 20, at Edison. Over 1,000 circular letters were prepared and sent out; the local papers gave whole page advertisements; and on the day of the sale over 8,000 chickens were in town to be shipped. An order had been placed for a car on June 1, but on the morning of the sale we were notified that no car was in sight. We immediately began to make crates for the chickens that were not brought to the sale in crates. An order was placed for two express cars, and the chickens were shipped in that manner. Many of the chickens were taken home, but 1,550 were sold that day. It is suggested that when these cooperative sales are anticipated, the chickens be brought to them in crates; so that if the regular poultry car does not show up, they can be handled by the express cars. At this and other sales, 5,500 fowls have been sold for \$4,400 at a saving of \$550. - J. A. Johnson, Macon District Agent, State College of Agriculture, University of Georgia, Athens.

Illinois

The Oconee Poultry Marketing Association had considerable competition from a prominent buyer who has stations all over the State and elsewhere. When he learned that the members had signed contracts and meant to stick together, he closed his doors and quit buying. The stores which formerly opposed the association are now reported to be selling all of the eggs through it. For three weeks in March the total business done amounted to \$838; in April it was \$2,261, and has been above \$3,000 nearly every month since. In September the association shipped 102 coops of chickens. The members shipped broilers to Chicago which netted them 30 cents a pound above home prices, and many coops of chickens which netted them \$4 to \$5 more than home prices. Many of the members have already saved more than their farm bureau dues. All produce shipped to Chicago has topped the market, and eggs have sold at a premium of 1 to 2 cents per dozen. Our object in the future is to line up a number of these local associations under the contracts and ship graded eggs in refrigerator cars and poultry in the regular poultry cars. - C. H. Belting, County Agent, Shelbyville, Shelby County.

Kansas

Questionnaires were sent to the farmers asking how many turkeys they would have to sell in the farm bureau pool. Many responded, and an agreement was made with Swift & Co., poultry buyers in Wichita, to purchase the turkeys through their local buyer, Mr. Hardesty. On December 8, the bureau turkeys started coming in. The local price went from 25 and 27 cents per pound up to 33 cents, the amount the marketing committee was paying. The marketing committee did not buy all the turkeys when others were paying the same price, but we purchased about 18,000 pounds of dressed turkeys. Everyone was pleased with the weight and glad we entered the market even for two days, for it helped to boost their turkey prices about 6 or 8 cents per pound. It is hard to estimate the saving this pooling brought, because many say that they paid as much for turkeys as the farm bureau committee did. The question is: Would they have bid up for the turkeys if the bureau had not been on the job? It is natural to suppose that they would not have done so. If this had been true, we could claim a saving to the farmers of 6 cents per pound on at least 30,000 pounds of dressed turkeys. This would have been at least an \$1800 saving to the farmers of Comanche County. - J. B. Peterson, Coldwater, Comanche County.

Kentucky

Three marketing projects were undertaken this year in order that the farmers might learn something about the results of cooperative marketing. The shipping of chickens was the biggest project. About 14,000 pounds of poultry was shipped from this county through the McCracken County Poultry Association in 3 shipments. The shipments were very satisfactory as to weight and net price. The net price received by the shippers ranged from 3 to 5 cents per pound above the local market. The freight and handling, from the time the poultry left the farm until it was sold, cost the farmers about 2 cents per pound. - L. C. Pace, County Agent, Smithfield, Livingston County.

Louisiana

Culls were cooperatively marketed at 20 cents per pound, f. o. b. shipping point. The culls marketed averaged 4 pounds each and brought a total revenue of \$8,059.60. This amount plus the saving of feed represents a direct saving to poultry keepers of \$15,170.97. The direct saving to farmers by selling cooperatively was \$1,507.52. These figures are based on local market prices secured for cooperative sales. The total volume of sales since May is \$10,762.50. The difference between this amount and that from the sale of culls represents surplus chickens marketed. Actual figures obtained at local markets show that the shippers made a clear profit of \$2,152.50 on the total sales by selling cooperatively. On May 10, Vermilion Parish loaded and shipped the first solid cooperative carload of live poultry ever loaded in the State of Louisiana. - W. R. Perkins, Director of Extension Service, Louisiana State University, University Station, Baton Rouge.

During the week ending July 3, a campaign for poultry culling and co-operative marketing of culls was conducted by the extension poultryman and the parish agent. On the 7th of July, 18 farmers shipped cooperatively through the Louisiana Poultry Breeders' Association from Coushatta, over 1,000 pounds of culls and springers. The lot was sold f.o.b. track at 4 cents per pound more than the local market was paying. This method of marketing furnished an outlet for surplus poultry. It also serves as a stimulus for farmers, especially small ones, to produce enough of some popular standard breed of poultry for home consumption and still have some left to sell at a profit. - H. H. Lester, Parish Agent, Coushatta, Red River Parish.

Mississippi

We were able to make a cooperative shipment of poultry last spring in co-operation with the county agent of Oktibbeha County. The car was loaded by the farmers living near Starkville, Sturgis, Ackerman, and Weir. It is estimated that these farmers saved at least \$650 on the entire shipment. The farmers like this system of marketing their poultry. It also helps to encourage poultry breeding and to drive home the idea of standardizing the breeds of poultry in the county. - I. R. Bradshaw, County Agent, Ackerman, Choctaw County.

Montana

Some assistance has been given in marketing, especially where local markets were inadequate or lacking. Information was assembled on turkey marketing, and so far about 500 pounds of dressed turkeys have been sent to the Minneapolis market at a price 3 cents higher than that paid by commission men within the State. This was intended as a cooperative marketing enterprise, but it has been taken over by a local merchant, without profit outside of actual covering of costs, in order to develop an outlet for produce. An experienced man has been found to dry-pick and dress the turkeys. An additional benefit has resulted from the buying of chickens by the same merchant, who gives the prices paid at Butte for live weight. - C. H. Ruzicka, County Agent, Fort Benton, Chouteau County.

New Mexico

There was no satisfactory market for poultry in Lea County, so the county agent was asked to assist in finding a suitable market for the farmers. Most of them are selling a large part of their hens and young chickens on account of the crop failure and scarcity of feed. The county agent wrote to a produce company in Roswell and asked them to buy poultry in the county. They sent trucks for two loads, and another buyer sent several trucks. Most of the poultry in the county was sold to these buyers, who paid from 2 to 3 cents more per pound. This made a saving of \$250 to \$300 for the farmers. In the Nadine and Hobbs communities about 1,000 turkeys were raised, but the home markets were offering only 18 cents per pound and did not care to buy at that rate. The agent sent a list of the growers and the number of turkeys each had to sell, to the produce house in Roswell. The produce house wrote a letter to each grower offering him 22 cents per pound for the turkeys at Lovington. The owners probably will accept this offer and will make about \$300 or \$400 above local prices. - Orren Beaty, County Agent, Lovington, Lea County.

New York

In the southern part of the county, poultry raising is one of the main pursuits. A number of men became interested in selling their products collectively, thinking that it would be of advantage to the whole group. Meetings were held, and with the assistance of men from the State college of agriculture, the organization known as the Seneca Egg and Poultry Association, Inc., was formed. This association is now in good working order, pooling and selling to advantage the poultry products of its members. This is the first organization of the kind in New York State. - A. L. Hollingsworth, County Agent, Penn Yan, Yates County.

Ohio

Poultry shipping appears to interest many people who are willing to take the extra precaution necessary. Here is a sample report of the returns shippers have been getting:

Poultry shipped to New York the first week in June
by Mrs. E. C. Roberts, Alexandria.

Broilers.	
Actual sale at New York:	
102 pounds (3 crates, 76 fowls) at \$0.50	\$51.00
Less: Express and commission	4.50
Net receipts.....	46.50
Probable sale at Alexandria or Newark:	
117 pounds (weight on full feed before shipping) at \$0.20	23.40
Net profit by shipping.....	\$23.1
Cull hens.	
Actual sale at New York:	
82 pounds (2 crates, 16 fowls) at \$0.30	\$24.60
Less: Express and commission	3.00
Net receipts.....	21.60
Probable sale at Alexandria or Newark:	
92 pounds (weight before shipping) at \$0.20	18.40
Net profit by shipping	3.20
Total net profit made by shipping	\$26.30

- L. L. Mowls, Newark, Licking County.

Texas

All poultry in the county was pooled and offered for sale to the highest bidder. All turkeys and chickens that were to be sold this fall were listed, together with the approximate number and weight of each grade. When a large number of both turkeys and chickens had been listed, the representatives of local produce houses and some of the larger produce houses outside of the county, were notified. Sealed bids were asked for by November 10. The highest bid was made by a produce house in Quanah, and the bid was awarded to them. The prices they paid in Matador on November 17 are as follows:

Fowls sold.		Prices per pound.
Turkeys:		
No. 1	\$0.31
No. 224
Old toms28
Chickens:		
Hens13
Springers12
Roosters05

This was 8 cents higher on turkeys and 5 cents higher on hens than the local dealers said they could pay and about 5 to 8 cents a pound higher than the prices that I know of in any surrounding county. In fact, many turkeys were brought from surrounding counties. About 800 turkeys were marketed and 12,000 to 14,000 pounds of chickens were sold here. Most of the farmers seem to be highly pleased with the result of this poultry sale, and the local business men are astonished at the amount of cash that is being brought in. Everyone seems to be talking of more and better chickens and turkeys for next year. I believe that the poultry business has received a "boost" that will put it on a firmer basis than ever before. - T. P. Metcalfe, County Agent, Matador, Motley County.

Utah

The cooperative selling of turkeys was undertaken for the first time this year. Approximately 1,711 pounds of dressed turkeys was pooled and sold cooperatively at 5 cents per pound above the local retail market price, and 10 cents above the 1921 local retail price, or 20 cents above the price paid to farmers in 1921. Considerable attention was given to the killing, dressing, and crating of the turkeys for the Los Angeles Thanksgiving market. - Alma Esplin, County Agent, Cedar City, Iron County.

A cooperative carload of 8,900 cockerels and culls was shipped to market in July at a price of about 10 cents per head above the local market. This was the first car of poultry to be shipped from this section and attracted much attention. In cooperation with other counties another car was shipped out. Juab County put in around 2,000 head, which with the earlier shipment of approximately the same amount, made a total of 13,000 head. - A. E. Smith, County Agent, Nephi, Juab County.

Wyoming

Buyers were interested in the turkey market in Omaha by the county agent and one poultry raiser. The buyer that the county agent influenced to come in, offered 6 cents per pound more than had been offered by any buyer from other sources. A carload of 19,500 pounds of dressed turkeys was shipped on November 20. At 6 cents net over and above all other prices, this gave a profit of \$1,170 and compared to local dealers' prices, a profit of not less than 2 cents per pound more. For the Christmas market another carload of turkeys, geese, and ducks will be handled in the same manner. The extra profits on this car are sure to be even more, because of the experience with the car just marketed. - P. T. Meyers, County Agent, Landen, Fremont County.